

# Proclamation



**CITY OF NORTHAMPTON  
COMMONWEALTH OF MASSACHUSETTS  
SMALL BUSINESS SATURDAY  
NOVEMBER 27, 2021**

*WHEREAS* the government of Northampton, Massachusetts, celebrates our local small businesses and the contributions they make to our local economy and community; and

*WHEREAS,* according to the United States Small Business Administration, there are 31.7 million small businesses in the United States, they represent 99.7% of firms with paid employees, and they are responsible for 65.1% of net new jobs created from 2000 to 2019; and

*WHEREAS,* small businesses employ 47.1% of the employees in the private sector in the United States, 88% of U.S. consumers feel a personal commitment to support small businesses in the wake of the pandemic, and 92% of small business owners have pivoted the way they do business to stay open during the pandemic; and

*WHEREAS,* 97% of Small Business Saturday shoppers recognize the impact they can make by shopping small, 85% of them also encouraged friends and family to do so, too; and

*WHEREAS,* 56% of shoppers reported they shopped online with a small business on Small Business Saturday in 2020; and more than 50% of consumers who reported shopping small endorsed a local business on social media or shopped at a local business because of a social media recommendation; and

*WHEREAS,* the City of Northampton supports our local businesses that create jobs, boost our local economy, and preserve our communities; and

*WHEREAS,* advocacy groups as well as public and private organizations across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday; and so

*NOW,  
THEREFORE,* I, David J. Narkewicz, Mayor of Northampton, Massachusetts, do hereby proclaim November 27, 2021 as

**SMALL BUSINESS SATURDAY**

in the City of Northampton, and I urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and throughout the year.

**IN WITNESS WHEREOF, I have set my hand and imprinted the seal of the City of Northampton on this 27<sup>th</sup> day of November, 2021.**



Mayor David J. Narkewicz